

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on January 23, 2014.

Members Present:

Nancy Aposhian
Melissa Johnson (via phone)
Karina Wilhelm
Dr. Robbi D. Venditti

Peggy Wilson
Alyssa Yingling

Members Absent:

Dilworth Brinton, Jr.
David Dean
Merlin Ellis
Robert Valverde

Staff Present:

Cindy Ornstein Rob Schultz
Sunnee O'Rork Tom Wilson
Sandra Williamson
Jean Kaminski

Dr. Robbi D. Venditti, Chair, called the meeting to order at 4:04 p.m.

Approval of Minutes

Dr. Robbi D. Venditti, Chair, called for any corrections to the minutes of November 21, 2013. There being none, Karina Wilhelm made a motion to approve the minutes, and Nancy Aposhian seconded. The Board members present unanimously approved the minutes of November 21, 2013. They will be posted on the City's website.

Public Comments: No members of the public were present.

Take Action – Consider Proposed Fees & Charges – Tom Wilson/Rob Schultz/Cindy Ornstein

Tom Wilson reviewed the proposed Fees & Charges for Arizona Museum of Natural History (AzMNH) and Mesa Grande. AzMNH benchmarks its admission fees with other Arizona and regional institutions, such as the Phoenix Zoo, Heard Museum, and Phoenix Art Museum who each charge \$15-\$20 for general admission. Based on this information, AzMNH is proposing to set new admission fee ranges for the Museum and Mesa Grande as follows: AzMNH adults, \$10 - \$16; seniors, \$9 - \$14; students \$7 - \$13; and children 3-12 years of age, \$6 - \$10; Mesa Grande, the proposed admission fee range would be \$4 - \$9 and children, \$2 - \$5.

AzMNH is proposing their admission fee be changed to \$12 (currently \$10), and for senior admission to \$10 (currently \$9); the fees for students and children 3-12 years of age would not change. The admission fee for Mesa Grande would remain at the current fee of \$5 for adults and \$2 for children.

Joint admission to AzMNH and Mesa Grande would go to a range of \$12 - \$20 for adults and \$6 - \$14 for children/students. The proposed new joint admission fee would go to \$13 - \$16 (currently \$10) for adults and to \$7 - \$11 (currently \$6) for children/students.

Note: This item requires no action – The i.d.e.a. Museum will raise their general admission fee to \$8 per person (currently \$7), but that falls within the current range of \$6 - \$10 for admission previously approved by City Council.

Cindy Ornstein reviewed the proposed Fees & Charges for Performing Live and Rentals. Changed fees are being proposed for the for-profit rental users of the theaters. These fees have not been increased for over five years. Note: There is no change in fees to a non-profit renter or the Founding Resident Companies.

The changes are as follows: In the Ikeda Theater – a change in commercial rate daily plus labor, Front-of-House, and Box Office from \$2,835 vs. 5%*** to \$3,126 vs. 5%***; Virginia G. Piper Theater – change in commercial rate daily plus labor, Front-of-House and Box Office from \$1,645 vs., 5%*** to \$1,904 vs. 5%***, and commercial rate weekly from \$8,367 vs. 5%*** to \$9,225 vs. 5%***; Nesbitt/Elliott Playhouse – commercial rate daily plus labor, Front-of-House, and Box Office from \$761 vs. 5%*** to \$3,376 vs. 5%*** and commercial rate weekly from \$3,062 vs. 5%*** to \$3,376 vs. 5%***; Cox-Farnsworth Theater - \$394 vs. 5%*** to \$435 vs. 5%*** and commercial rate weekly from \$1,470 vs. 5%*** to \$1,621 vs. 5%***.

*** Users will be charged the stated dollar amount or a maximum of 5% of gross ticket sales.

The Financial Impact would be: AzMNH – anticipated total fiscal impact of approximately \$82,000 in additional revenue. Figures from Mesa Grande Cultural Park are omitted, as the Museum continues to establish baseline numbers and cannot accurately predict total fiscal impact at this time.

Performing Live and Rentals anticipate a total fiscal impact of approximately \$6,200 in additional program revenue.

Please refer to the attached Museum and Cultural Advisory Board Report.

The Arts and Culture Department staff recommends that the Board approve the proposed fee adjustments and fee ranges as stated above.

Melissa Sue Johnson said that she thought the proposed changes were reasonable.

Alyssa Yingling asked if the increased fees would be helpful in increasing programming. Tom Wilson replied that the Museums hope the City would increase the amount of their budget from the general fund in the next fiscal year, because of the additional revenue the increased fees would bring to the City's General Budget. Cindy Ornstein added that the City Manager was supportive of the additional programming and added revenue the increases would bring to the Museums.

Karina Wilhelm commented that she too felt the proposed changes were reasonable, but was concerned for families and whether or not they could afford the raise in admission fees. Dr. Wilson said that he and staff are very sensitive to families and that is why only the adult fees were raised (\$2 for adults and \$1 for seniors), not for children, as they want to remain affordable to families. The first Sunday of each month's "Target 3 for Free" event is also available for large families and those who would not otherwise be able to afford to come to the Museums.

Alyssa Yingling stated that the "free Sundays" are crazy busy and not an ideal way to visit the Museum. She is not in favor of raising admission fees at the Museums. It was noted that the cost for a family to visit the Museums is less than, or around the same as, taking them to a movie.

Peggy Wilson made a motion to accept the proposed Fees and Charges, and Nancy Aposhian seconded. The vote was 5-1 in favor of moving forward with the proposed Fees and Charges.

Discussion – Review Draft Letter to Council Regarding Increase to the In-Kind Support Provided by the Creative Economy Fund – Peggy Wilson

A draft of a letter to the Mayor and Council regarding an increase to the in-kind support provided by the City to the Creative Economy Fund was enclosed in the Board's packet. Board members were in consensus to move the letter forward. Dr. Robbi D. Venditti will sign on behalf of the Museum and Cultural Advisory Board and Jean Kaminski will mail the letter to the Mayor and City Council.

Information – Presentation on Mesa Contemporary Arts and a Tour of the Galleries – Patty Haberman

The Board moved to the Dobson Lecture Hall for a presentation on Mesa Contemporary Arts Museum (MCA) given by Curator Patty Haberman.

She began by stating the mission of MCA – a visual arts exhibition space committed to the presentation, interpretation, collection, documentation and preservation of contemporary visual arts with a special focus on traditional media. Dedicated to presenting exceptional regional, national and international exhibitions, MCA provides support and advancement to artists world-wide through solo, group and juried exhibitions while promoting educational opportunities within our community.

MCA has five galleries: South Gallery, Dr. Ruth Tan Lim Project Room, Wilson & Ruby Dobson Main Gallery, SRP Permanent Collection, and North Gallery, as well as an outdoor sculpture courtyard, lecture hall, classroom, offices, collection storage, clean & hold room, and shipping & receiving area. Ms. Haberman gave a behind-the-scenes tour following the meeting.

Types of exhibitions at MCA include in-house curated; solicited applications; national juried; and permanent collection pieces.

She closed her presentation by talking about the current and upcoming exhibitions (see Exhibit A).

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

- Sunnee O'Rork brought the Board members, who were not at Arizona Museum for Youth's 35th Anniversary celebration, a gift from the event and distributed them.
- Ms. O'Rork thanked Cindy Ornstein and Rob Schultz for the support and help they provided with the process of getting the i.d.e.a. Museum ready to present to Council.
- Everyone was invited to attend the opening weekend and see the dramatic, fresh, and exciting new look that is the i.d.e.a. Museum.

Arizona Museum of Natural History (AzMNH) – Tom Wilson

- Opened the “Cretaceous Seas” exhibition on December 6, which has been well received.
- The Museums have had robust education programs in the last two months.
- The Museum is approximately 4½% above in revenue compared to last year at this time. The next six months is their prime season and they are looking forward to good year-end results.
- Mesa Grande is building the visitation of group tours with good results. Twice, approximately 170 students toured and had to rotate – half at the AzMNH while the other half toured Mesa Grande, and then they would switch. Mesa Grande has a good number of tours booked for the next few months.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- The Temporary Public Art Project, InFlux, will have eight Valley cities participating this year; this is the second year that Mesa Arts Center has participated and the fourth year for the InFlux Project. The installation at MAC is in the fine tuning stage, soon to be activated. This year’s installation will not be visible from outside and will only be turned on during shows. It is scheduled to be up until November/December. The installation is located on the parterre level of the Ikeda Theater and has “spheres” that blow over the lower level with two boxes on the upper level that will draw tweets regarding a show/performance, actor, art piece, etc. and they are projected onto the “spheres.”
- Classes are underway for winter/spring session. Registration was strong. Staff is coordinating the upcoming summer classes, workshops, and summer arts camp.
- Mr. Schultz is a Board member of the Americans for the Arts Education Council and will be attending the winter meeting in Tulsa, OK, next week.

Director’s Report – Cindy Ornstein

Arizona Art Tank is a funding initiative of the Arizona Commission on the Arts which makes strategic investments in Arizona’s most innovative arts-based ventures. There is no application, but selected finalists who submitted proposals are required to make a public presentation on January 29 from 7 – 9 p.m. at Chandler Center for the Arts.

Mesa Arts Center, in partnership with NEDCO, was one of six (out of a possible 10) selected from the east region. Each presenter will have six minutes to make their presentation to a panel of six and a live audience. The audience also gets a vote, and the presenter with the most audience votes will receive \$500 on top of any other money they might win. The top scorer will receive \$10,000; second prize, \$7,500; third prize, \$6,000; and fourth prize, \$5,000. Winners will be announced the night of the presentations.

If we are awarded a cash prize, the money would go solely to pay for artist fees, materials, and production fees.

The goal of Art Tank is to challenge the statewide arts industry to imagine new and creative programs and services, to move beyond day-to-day operations and discover better ways of providing meaningful arts experiences to communities throughout the state. “Not business as usual, business unusual.” Presentations will be evaluated on impact, responsiveness, and visibility.

Cindy Ornstein, Casey Blake (MAC Public Relations Director), and Tomas and Myrlyn of Phonetic Spit will present “Mesa Up at Night.” “Mesa Up at Night” proposes to work with the restaurants and businesses in downtown Mesa to have them remain open on 10 selected evenings in conjunction with performances at Mesa Arts Center, openings at one of the Museums, or other activities. On those selected nights, restaurants and/or businesses would present an artist, performer, or artwork, i.e., have a jazz musician playing in the restaurant when there is a jazz artist performing at MAC, or an artist giving a demonstration or working on their craft in a business, when there is an opening at a Museum, etc. There have already been 20 restaurants and businesses that have committed to participate. The hope is that the downtown restaurants and businesses will see the value in staying open later when MAC has performances. Mesa Arts Center will create a package for the participating businesses for the season and everyone will work to promote the events. The ultimate goal is to enliven the downtown area for the community.

Ms. Ornstein encouraged the Board to bring their family and friends to the presentation and lend their support for Mesa.

Report on Conferences and/or Meetings/Performances Attended: Board Members – Information Only

Melissa Sue Johnson reported that she attended the Mesa Arts Festival and enjoyed the variety of booths, demos, and displays.

Peggy Wilson reported that she attended a performance of Southwest Shakespeare’s “Macbeth.”

Karina Wilhelm attended AMY's 35th birthday celebration; she commented on the great job they did with the celebration.

Dr. Robbi D. Venditti also attending the 35th birthday celebration at AMY, as well as the opening of "Cretaceous Seas" at Arizona Museum of Natural History. She attended performances of Manheim Steamroller's Christmas show and Erth's Dinosaur Zoo Live.

The next scheduled meeting date is March 27 at 4 p.m.

There being no further business, the meeting adjourned at 5:10 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Cindy Ornstein". The signature is written in black ink and is positioned above the printed name.

Cindy Ornstein, Director
Arts and Culture Department

Exhibit A



About Mesa Contemporary Arts Museum

MISSION

Mesa Contemporary Arts is a visual arts exhibition space committed to the presentation, interpretation, collection, documentation and preservation of contemporary visual arts with a special focus on traditional media. Dedicated to presenting exceptional regional, national and international exhibitions, Mesa Contemporary Arts provides support and advancement to artists world-wide through solo, group and juried exhibitions while promoting educational opportunities within our community.



Mesa Contemporary Arts Museum Staff

Patty Haberman, Curator
Staff since August 1997

Tiffany Fairall, Associate Curator
Staff since January 2006

Betty Florez, Administrative Assistant
Staff since May 2005

Colette Pecenka, Registrar / Education Coordinator (AllStaff)
Staff since December 2009

Marco Albarran, Preparator (AllStaff)
Staff since September 2012



FIVE-GALLERY VISUAL ARTS FACILITY

- **Galleries:**
 - South Gallery
 - Dr. Ruth Tan Lim Project Room
 - Wilson & Ruby Dobson Main Gallery
 - SRP Permanent Collection
 - North Gallery
- Outdoor Sculpture Courtyard
- Lecture Hall
- Classroom
- Offices
- Collection Storage
- Storage/Workroom
- Clean & Hold Room
- Shipping & Receiving



TYPES OF EXHIBITIONS

- In-house Curated
- Solicited Applications
- National Juried
- Permanent Collection

Artist Opportunities

- Juried Exhibition Entry Form
- North Gallery Guidelines
- Project Room Guidelines
- Fundraisers (10 x 10, Print Calendar)



Messin' WITH THE Masters

SEPT 13, 2013 – JAN 26, 2014

35th Annual Contemporary Crafts
 Feb 14 – Apr 13, 2014
 Opening Reception: Fri, Feb 14, 2014



Fold, Paper, Scissors

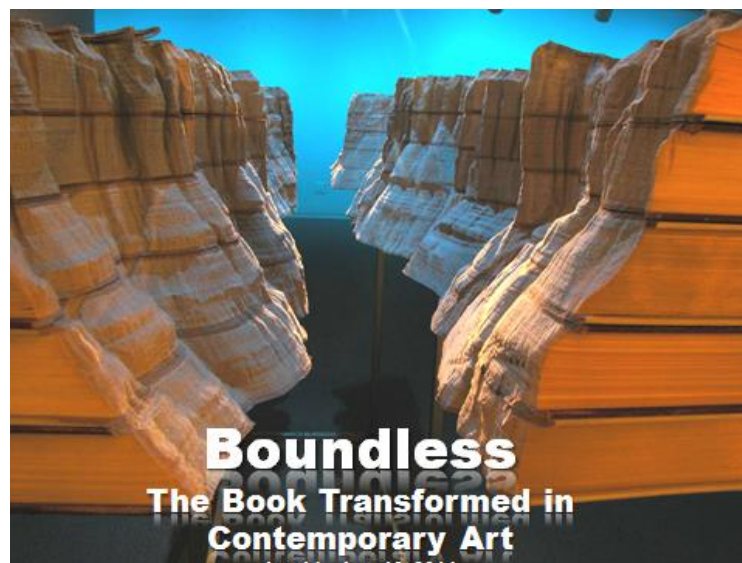
Apr 25 – Aug 10, 2014
 Opening Reception: Fri, May 9, 2014



Devocionales

NEO-COLONIAL "RETABLOS" FROM
 AN ARCHETYPAL PERSPECTIVE
 Patrick McGrath Muñoz

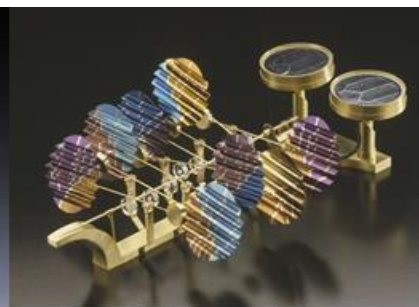
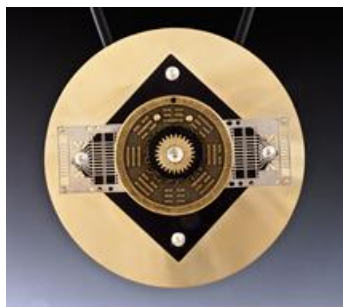
Sept 13 – Dec 1, 2013





M8K Marks

Drawing, Painting & Printmaking at Mesa Arts Center



Betsy Douglas Retrospective

May 9 – Aug 10, 2014



Metals Artist Steve Shelby

Feb 14 – Apr 13, 2014

* 34th Annual
Contemporary Crafts
exhibition Juror's
Choice Winner



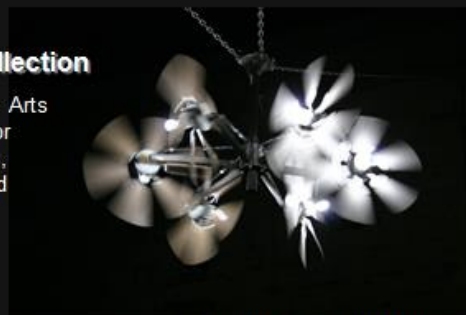
Sara Rockinger

Apr 25 – Aug 10, 2014



Permanent Collection

Mesa Contemporary Arts exhibits and cares for contemporary works, traditional media and works on paper.



- Total number of acquisitions – 250 works representing 180 artists
- 148 2-D works (prints, drawings, photographs and paintings)
- 60 3-D works (clay, fiber, metal and wood)



Accomplice

the COLLABORATIVE WORKS of
BRENT BOND and SANTO PRISS

Oct 25, 2013 – Feb 23, 2014